

Beauty 02/04/2010

Escada's Latest, Marine Groove

Marga Villanova - 02/04/2010

Escada, the luxury international female fashion firm, has released its new fragrance "Marine Groove" into the market, the latest series of limited edition summer fragrances.

"Marine Groove" is the 18th fragrance from Escada's successful summer line Fashion Fragrances. Created from a fruity and floral base, it blends nouvelle exotic fruit notes to create a fresh, tempting aroma that evokes the search for pleasure and embodies the essence of an exclusive summertime yacht party.



Its top notes provide a fresh and juicy combination, with redcurrant berries, grapefruit and passion fruit. Its heart notes, formed by delicate peony, cyclamen and jasmine petals, lend its middle notes a smooth body. The hint of summer finds its way into the fragrance through white cedar musk and amber, which provide the fragrance its sensual warmth.

The bottle features a pink and purple design, while the box displays an illustration depicting a young brunette aboard a yacht. The fragrance, available from March 2010 onwards, comes in three Eau de Toilette Spray sizes: 30, 50 and 100ml.

Escada, founded in 1978 in Munich, Germany, is divided into a host of divisions, which include two fashion collections, Escada Collection and Escada Sport, accessories, such as bags, shoes and body accessories, and brand products like perfumes, sun-glasses and children's fashion.

Escada has organised a yacht party in Ibiza and offers the chance to win a VIP pass to its perfume's glamorous party. Famous DJ Fedde Le Grand will be in charge of welcoming the few lucky guests to this exclusive evening held to celebrate Pacha Club Ibiza's season opening on June 18, 2010.